

From: Javier Torres <jtorres@mediaeffective.com> **Plaintiff's Ex. 33** Page 1 of 3

Sent: Wed, 16 Oct 2019 15:03:36 -0400

To: Patryk Golaszewski <pgolaszewski@nria.net>

CC: Nicholas Salzano <nicholas@nria.net>

Subject: Re: TV Stations Direct Contacts

Nicholas:

I understand and I am giving you the direct contacts I have used. (See below)

That said, I want you to consider the following if you work with me to buy this media:

-You will have direct contact access with these 4 South Asian networks. You can call them directly, ask for reports, rates, etc.

-We can push together to negotiate the best rates, get the best times, added value items, etc.

-Standard rates include a 15% agency/broker commission. If I am in the picture doing my job you will not pay more.

-I have developed a long/deep relationship with some of these networks that we can use to get better value for the money. Especially Zee, as they are the leaders here.

-I have given them some other businesses and I use that to get bonuses, discounts, etc.

Working like this you can have the direct access you need and all I can bring to the table.

Contacts:

Zee TV: Indrajit Majumdar/VP Sales. email: Indrajit@atl.esselgroup.com Tel: (732) 527-0396

ZeeTV is part of the Essel Group a large Indian Business Group. They can also provide logistics for business in India. They owned/commercialized other Arab channels as well.

I have worked with them in the launch of a Hispanic Network in the US: Zee Mundo.

Sony TV: Manish Seth/Director of Sales. email: manish-seth@spe.sony.com Tel: 212-833-7704

TV Asia & Aapka: Still looking. I think I contacted India directly on these ones. Their business is more informal locally.

Please let me know your thoughts.

Thanks,



Javier Torres

Director Media Effective

On Wed, Oct 16, 2019 at 1:45 PM Patryk Golaszewski <PGolaszewski@nria.net> wrote:

Hi Javier,

Could you provide us with direct contacts at the following TV stations?

Zee TV

TV Asia

Sony TV

Aapka Colors

After doing so, could you give us a call, Nick would like to discuss this with you.

Thank you!

Sincerely,

Patryk Golaszewski

Intern



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